













Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) CROSSROADS GPS  
Product Crossroads GPS  
Estimate# 884  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/884  
Flight Dates 08/15/2012 - 08/21/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	78	M	11P-1135P	WAVY NEWS10-11	:30	\$1,800.00	08/20-08/20	1	1	1	\$1,800.00	
Rating: 4.5												
	79	TU	11P-1135P	WAVY NEWS10-11	:30	\$1,800.00	08/21-08/21	1	1	1	\$1,800.00	
Rating: 4.5												
	80	SA	11P-1130P	WAVY NEWS10-11	:30	\$1,800.00	08/18-08/18	1	1	1	\$1,800.00	
Rating: 6.2												
	81	W	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/15-08/15	1	1	1	\$400.00	
Rating: 2.4												
	82	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/16-08/16	1	1	1	\$400.00	
Rating: 2.4												
	83	F	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/17-08/17	1	1	1	\$400.00	
Rating: 2.4												
	84	M	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/20-08/20	1	1	1	\$400.00	
Rating: 2.4												
	85	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$400.00	08/21-08/21	1	1	1	\$400.00	
Rating: 2.4												
	86	F	12P-1P	WAVY NEWS10-NN<	:30	\$250.00	08/17-08/17	1	1	1	\$250.00	
Rating: 2.0												

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Report Totals: 72 / \$67,200.00

---SALES MONTHLY TOTALS---

Aug 12: 72 / \$67,200.00  
Sales Totals: 72 / \$67,200.00  
Station Totals: 72 / \$67,200.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$146,087	CATV 0%	WAVY 46%	WGNT 0%	WPXV 0%	WTKR 26%
		WTVZ 4%	WVBT 6%	WVEC 18%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE